

# INTRODUCTION

This report is designed to document the performance of Utah's travel industry. Historical data are presented where possible to place current conditions into historical perspective and provide trend analysis. Although the travel industry is diverse and measurement is difficult, special attention is given to the primary performance indicators; namely, sales and taxation indicators from five key travel sectors, visitation data from the state's top attractions, inquiry tracking through various distribution channels and new industry investment. In addition, one-page reference sheets on the past year's performance, issues and trends within the industry and the outlook for 2001 are included to provide additional insight into the travel industry.

**Tourism Defined.** Over the years there has been considerable global discussion of the appropriate definition of travel. After years of careful study the World Tourism Organization (WTO) created the following definitions for domestic and international travel:

*Any person residing in a country, who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than an activity remunerated from within the place visited.*

*Any person who travels to a country other than that in which he/she has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than an activity remunerated from within the place visited.*

The WTO definitions are conceptual and, as such, are subject to various interpretations. For most practical research purposes, travelers are usually defined as those who travel a specific mileage away from home. Most mileage levels range between 50 and 100 miles away from home as the criteria to define travel. Another practical research definition of travel may distinguish between residents and non-residents of a city, county, state or nation.

The word "tourism" is used throughout most of the world to denote travel away from home. However, it generally connotes travel for leisure purposes only. Nonetheless, for the purposes of this report, tourism is synonymous with travel, thus accounting for both leisure and business travel.

Travel and tourism combines segments from other industries that provide goods and services demanded while traveling away from home. It is not considered an industry in the traditional sense of manufacturing or trade; consequently, the exact measurement of the travel industry is difficult. Primary travel and tourism industries often include transportation, eating and drinking establishments, lodging places, auto rentals and amusement and recreation services. The impacts of travel are also felt in manufacturing, construction, real estate, government, public utilities, agriculture and other services. Tourism continues to be among the state's most important economic activities along with other major sectors such as services, trade, government and manufacturing.

*Please note that the figures used in this report reflect the performance of the 5-sector model identified and differs from the total spending estimates used and published by the Utah Travel Council for other purposes. Total spending can be seen as inclusive of the 5-sector model while also accounting for spending in other sectors of the economy as well.*